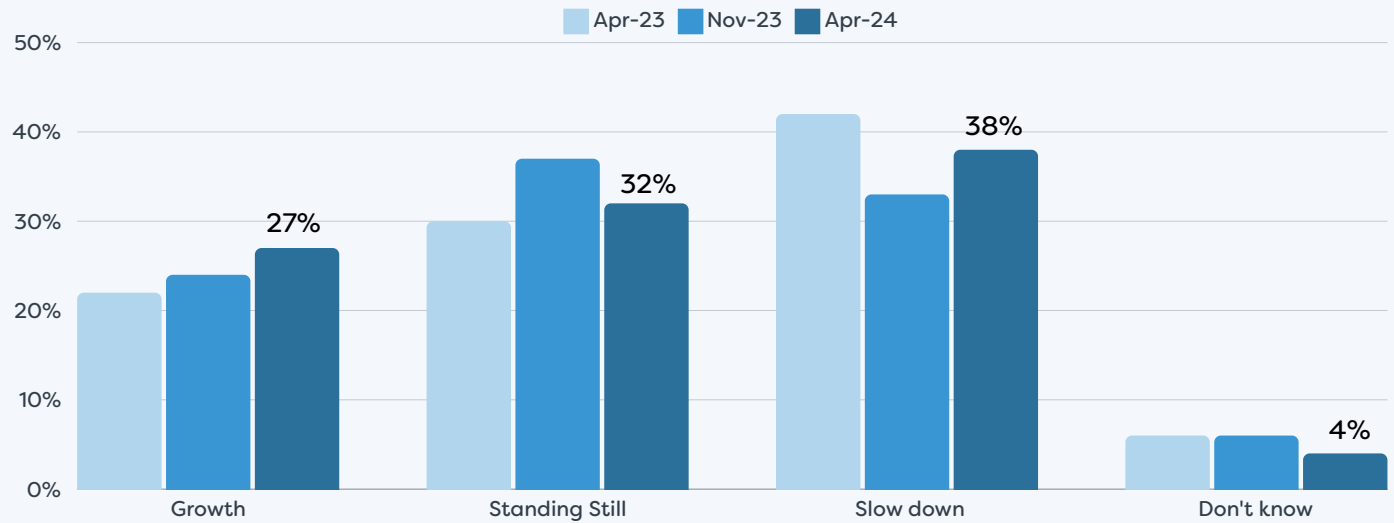


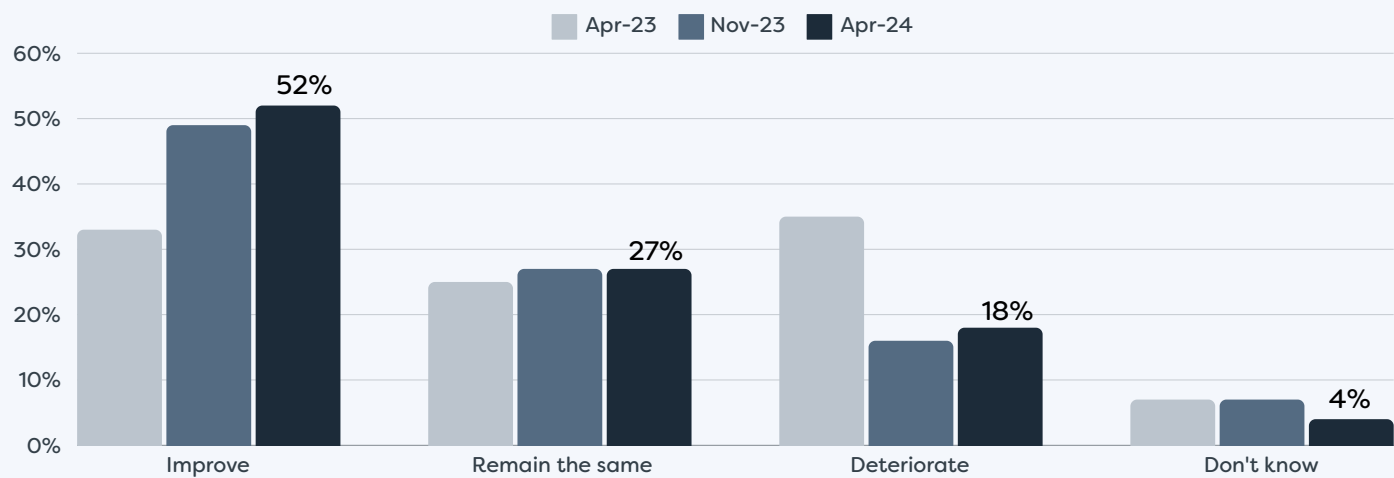
# Waikato Regional Business Sentiment Survey April 2024

## Responses for Businesses Operating in Hamilton City

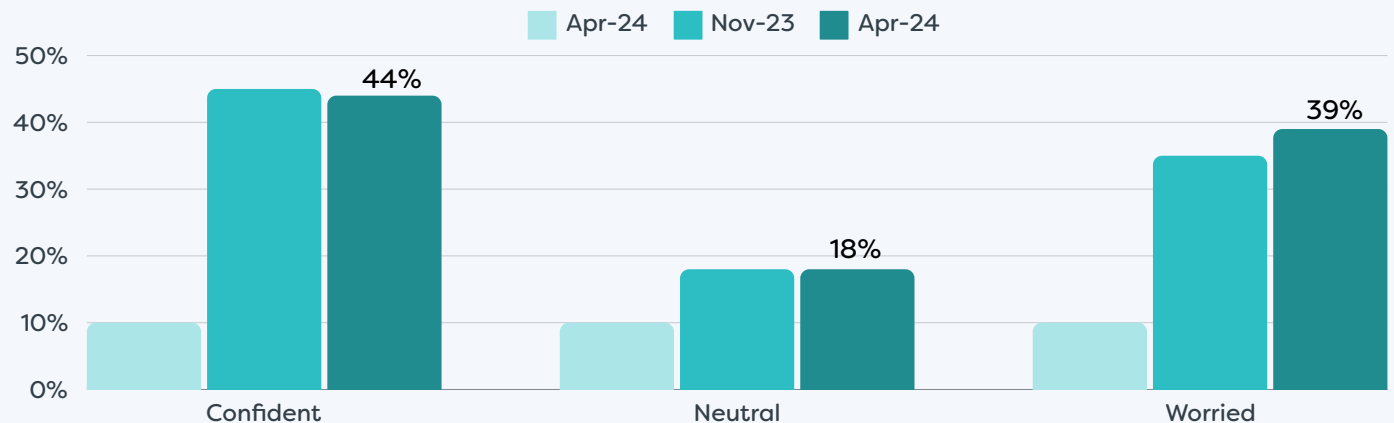
### Current Waikato economic outlook



### Next 12 months Waikato economic outlook

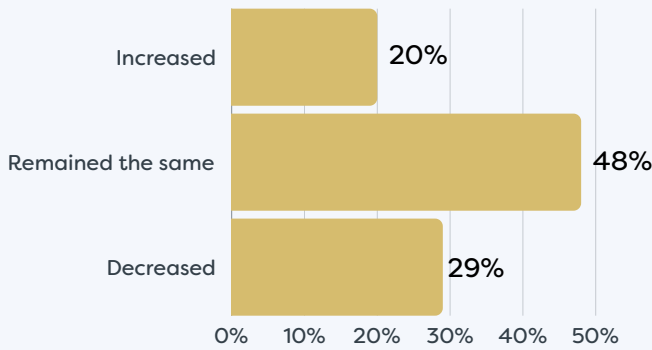


### Confidence in own business

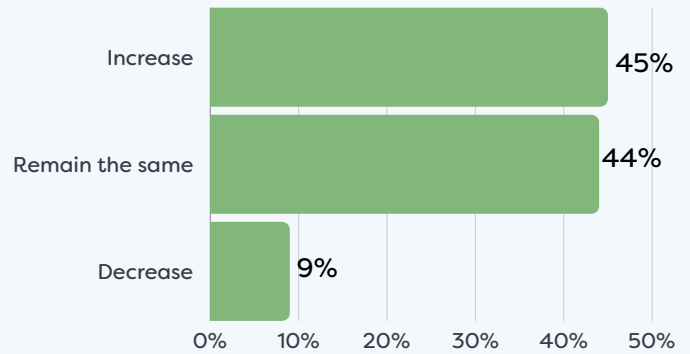


## Responses for Businesses Operating in Hamilton City

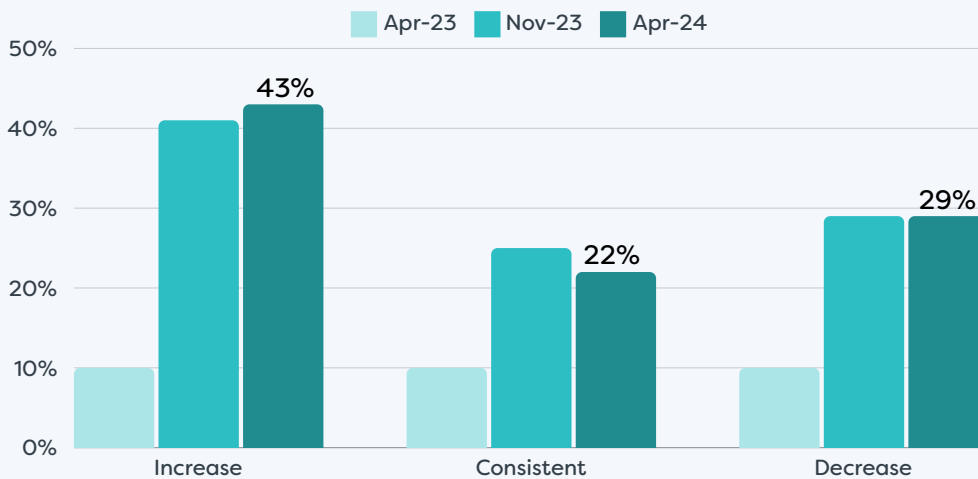
Previous 12 months staffing level changes



Next 12 months expected staffing level changes

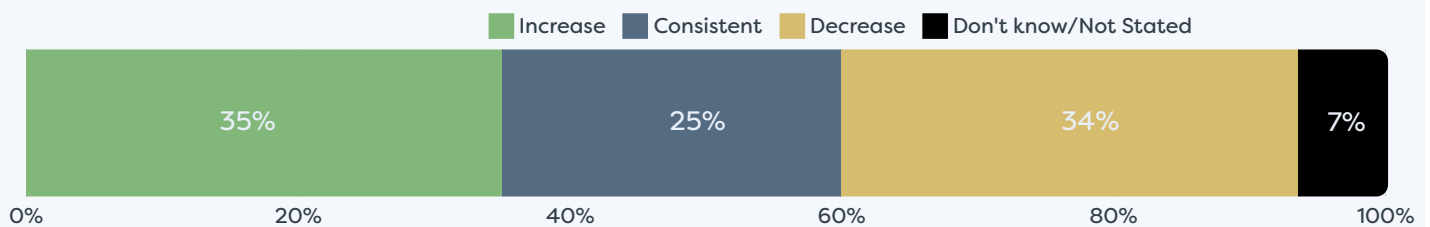


Business revenue performance over past 12 months

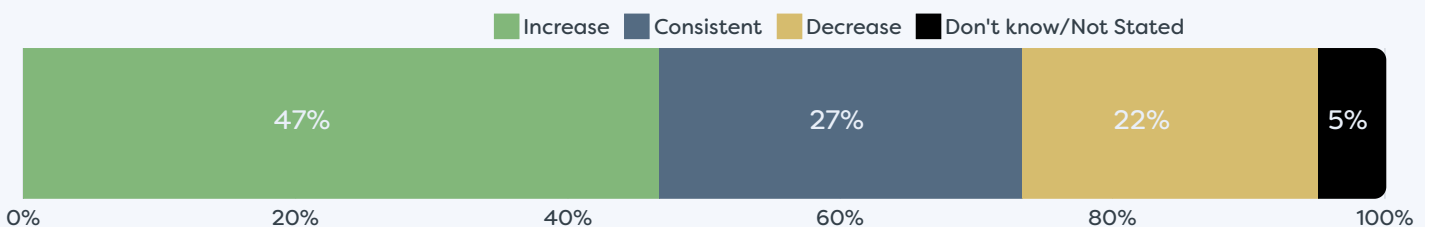


**62%**  
believe there is a skills shortage

Business profitability performance relative to previous 12 months

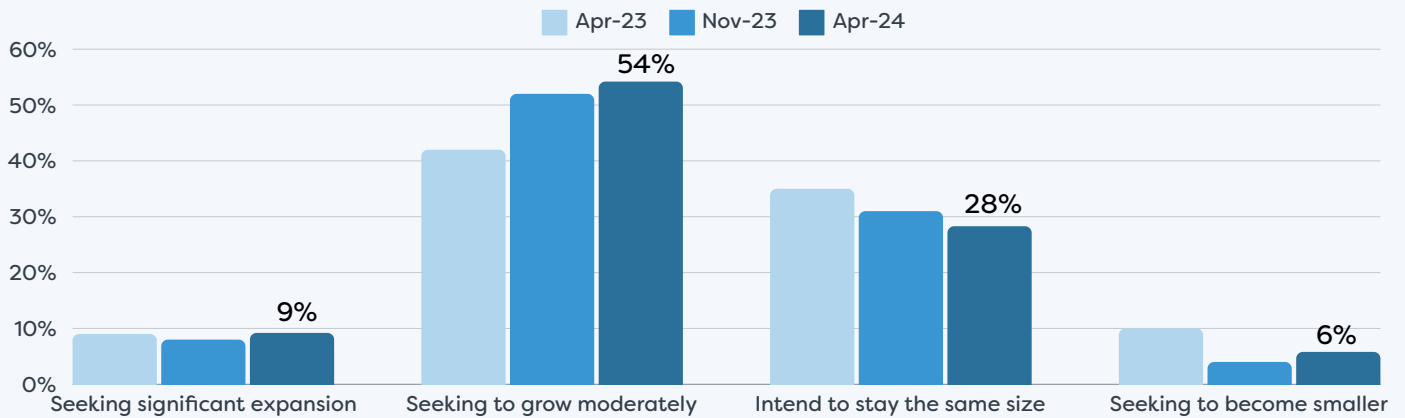


Profitability expectations for the next 12 months

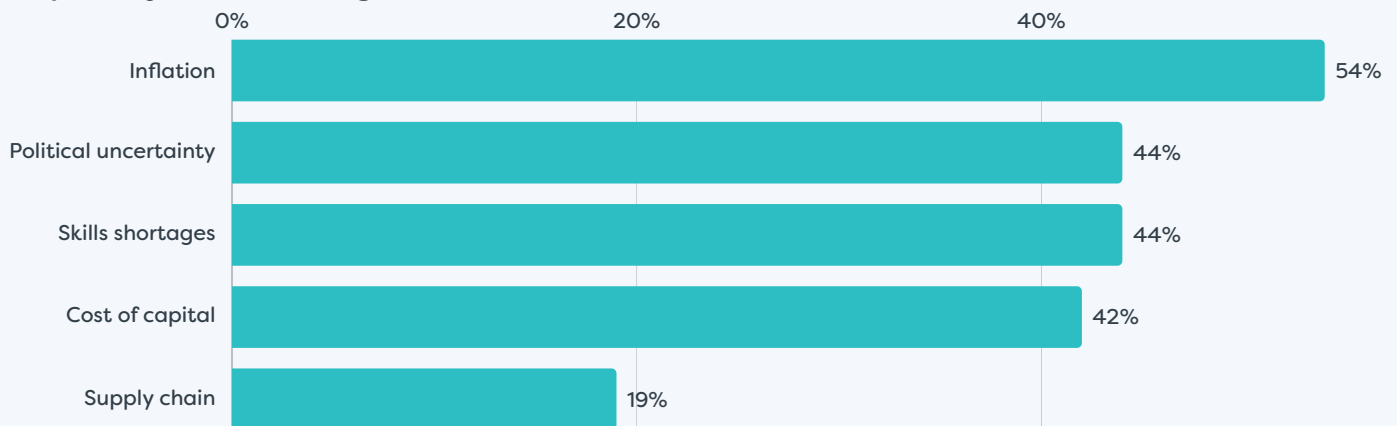


## Responses for Businesses Operating in Hamilton City

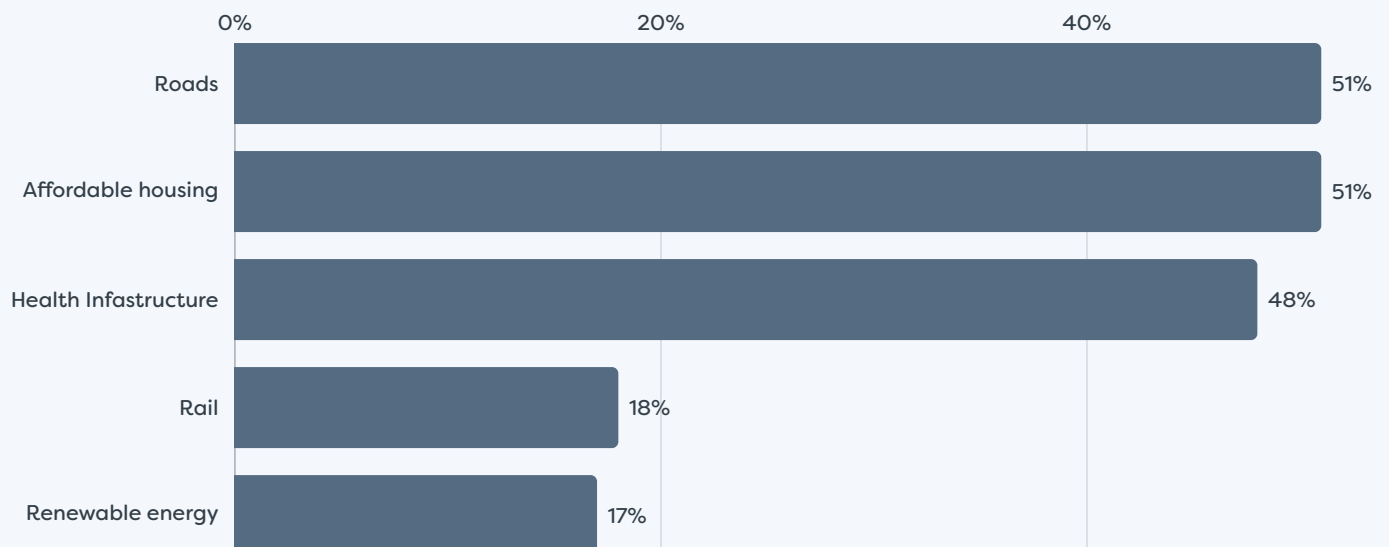
### Growth intentions for the next 12 months



### Top 5 major barriers to growth

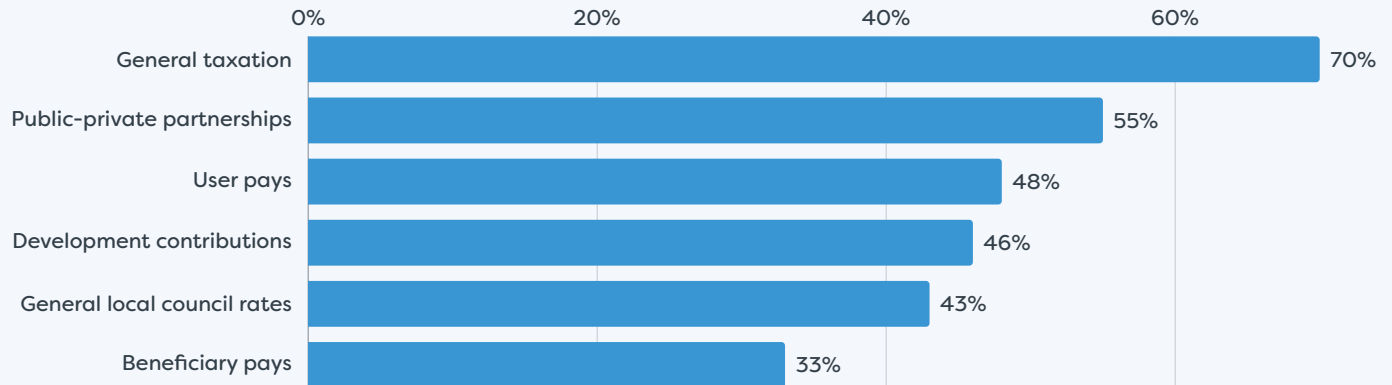


### Top 5 regional infrastructure priorities

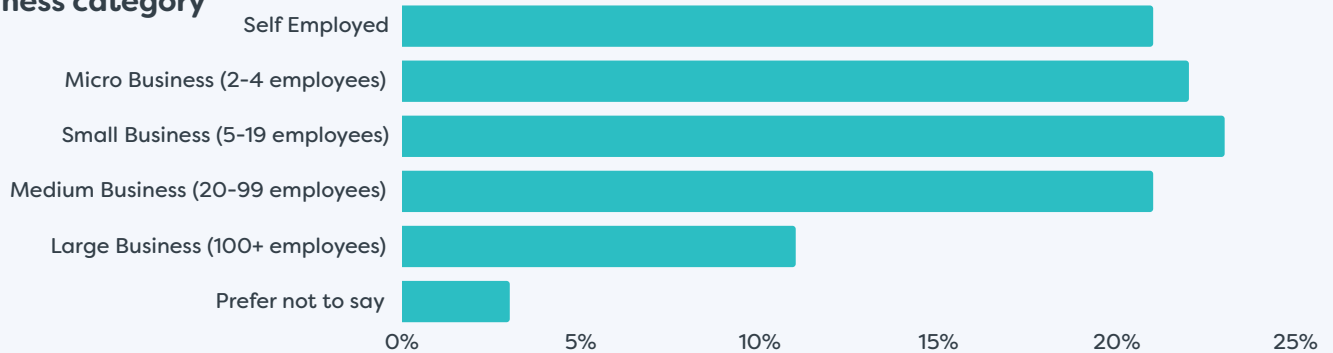


## Responses for Businesses Operating in Hamilton City

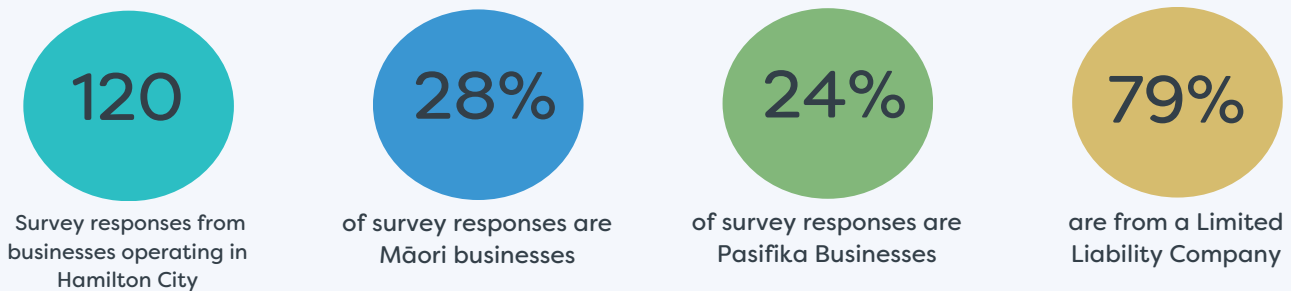
### How should investment in priority regional infrastructure be funded?



### Business category



### District level respondent overview



### FOOTNOTES

- Respondent profiles do not align to either district population contribution or sector GDP contribution, results are indicative only.
- Results have been rounded to enable summation of data, some rounding errors may occur.
- All insights and observations from 120 samples received.
- Surveys were conducted by online survey from 1 - 22 April 2024.
- Net confidence scores are calculated by subtracting the negative response level from the positive